

A high-angle, black and white photograph of a city at night, likely New York City. The image shows a dense cluster of skyscrapers with many windows illuminated, creating a bright contrast against the dark sky. A street with cars and trees is visible in the lower right corner. A semi-transparent grey rectangle is overlaid in the center, containing the text and a logo.

THE RACQUET

ADVERTISING
DIRECTOR POSITION



MARCH 2019 EDITION

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Advertising Director Job Description and Responsibilities

The Advertising Director is part of *The Racquet's* business team. Since *The Racquet* has recently converted to a solely online platform, the opportunities for advertising have somewhat shifted. The Advertising Director is responsible for earning revenue to keep *The Racquet* running, which includes a revenue quota of \$285 per year. The main responsibilities of this position are highlighted below.

1. Seek and Facilitate Advertising Purchases

- a. The primary task of this position is to gain revenue from advertising to support The Racquet. This means you should be both managing existing client accounts and pursuing new leads. Identify businesses that would benefit from The Racquet's advertising services and reach out by phone with a follow-up email (recommended method). You are always responsible for innovating the advertising offers by thinking of new ways to cater to our clients and gain more advertisers.

2. Promotion of The Racquet

- a. The Advertising Director is also responsible for brainstorming ways to drive readership to *The Racquet*. We want all UWL students to know about The Racquet and to visit our site. The Advertising Director can help with new ways of getting involved with the community. Specific tasks will be given by the editors to the Advertising Director. Examples of tasks may include designing posters or digital signs to post on campus. It may also include help with social media content or strategy.

3. Any other duties assigned by the editor team.

How to Do the Job

This position may be overwhelming at its start, but it will become easier.

Managing Clients. There are multiple ways a client will attempt to reach out to you. They may call you, they may email you, or they may fill out the form on our website. If they fill out the form, reach out to them using the email address they provided. If they specified a type of advertisement they want, clarify their choice and ask if they have an ad design and if they need help. The Racquet requires all ad images and copy a week before the ad is ran. Send reminders leading up to the date to make sure we get it on time.

Once you receive the ad from them, post it on the desired date and email the client that their ad is up and running. Send their information to the business manager and ensure they are invoiced. Once their time is over, take the ad down and email the client letting them know it has expired and ask if they are interested in further advertising. You can also include statistics about how many people viewed their ad. Ask about their experience and if they wished anything had been different.

If a client reaches out to you without the form, direct them to fill that form out. Send them a copy of our advertising policy and the different advertising options. Always ensure to the client that you are available for questions.

New Client Outreach. To ensure you meet your ad quota for the year, you should be constantly attempting to reach out to new clients who you think would be a good fit for *The Racquet*. For more information on reaching out to new clients, please see the *New Client Outreach* section.

Advertisement Posting. Once hired, you will be provided with the login information to the backend of *The Racquet* website. This will give you complete access to the webpage to either post advertisements or advertising news articles. To post an advertisement, follow these steps:

- Hover over Appearance in the menu on the left-hand side. Click on Widgets.
- Click and Drag the (SNO) Advertisement box to the section of the website you want to place the ad on. (A visual example list of which ad spaces are which can be found in the Appendix.)
- Insert the ad image and the link the advertisement will lead to if clicked on (ask the client where they want the ad to lead to if they don't say initially).
- Click Save and check the website from the front end to make sure the ad appears.

Social Media Posting. The regular social media posts are typically managed by the Multimedia Editor. However, one of the advertising options includes posting an advertisement on our social media pages. Therefore, the editor will provide you with the login information for *The Racquet* accounts.

The UW-La Crosse Racquet Publications Advertising Policy

The Publisher:

The University of Wisconsin – La Crosse Racquet, publishing organization of The University of Wisconsin-La Crosse Racquet newspaper and all related publications and other proprietary domains operated by said organization including but not limited to those on Facebook, Twitter, and LinkedIn, shall hereafter be called “The Racquet.” The Racquet reserves the right to refuse an advertising for any reason.

The Client:

By signing the Insertion Order Contract, all current and prospective advertisers and/or other business partners (hereafter ‘the Client; or ‘Clients’) agree to be bound by the terms et forth in this policy. The Racquet reserves the right to change these policies at any time, without notice. New policies will be posted in whatever manner reasonably deemed appropriate by The Racquet for 30 days before being effective and enforced. The Client further agrees to pay the full amount of the rate for the chosen advertisement format.

Deadlines:

The deadline for all ads run will two be two days before the respected publication date. Insertion Order contracts and ad materials received after each deadline will be subject to full charges as defined in the Insertion Order contract, or will, at the discretion of the publisher and/or Editor-in-Chief, be run in a following date range and be subject to a penalty charge.

Rates:

The Racquet reserves the right to change any advertising rates at any time. Revised rates become effective after being posted for 30 days.

Clients who do large volume with The Racquet, at the Racquet’s discretion, may be offered rates not included in the posted rate schedules. These

rates are subject to change after 30 days following The Racquet delivering notification to the Client.

Failure to submit the proper payment, calculated with the proper rate(S) and by specified date(s), will be handled as a calculation error. The Racquet may run the advertisement as submitted and the remaining balance will be billed to the Client without prior notification.

Special Rates:

Not-for-profit organizations as defined by any University office or any organization that can provide proof of 501(c)(3) status. These organizations are subject to Non-Profit Rates at the discretion of The Racquet officials.

Discretion of the Publisher:

The Racquet reserves the right to refuse any advertising request at its discretion, for reasons including but not limited to: miscalculated payment, payments not included with Insertion Order contract submission, payment history of the Client, advertisements deemed by The Racquet to contain offensive messages, and advertisements deemed to contain or advocate illegal or otherwise objectionable behavior.

Billing Policy:

Clients who prepay their bills consistently may be eligible for a 5% discount of the net amount. This is at the discretion of the Ad Director or other Racquet officials. Clients who choose to pay invoices after The Racquet runs or physically places the ad will be subject to the following conditions:

- Clients will be granted credit based on their payment history with The Racquet.
- Accounts become past 30 days from the date of the invoice. Overdue accounts are subject to a service fee of 5% for each month the invoice is outstanding.

- The Racquet will make good and faithful efforts to collect outstanding debt but reserves the right to send the Client to University Collections, a service of the UW-La Crosse. The Client is liable for all collection costs and fees incurred in this process.

Liability:

The Racquet reserves the right to make typographical or technical changes to any ad so long as it does not, at the discretion of The Racquet, substantially alter or interfere with the intended message or value of the advertisement.

The Racquet assumes no responsibility for early, late, or undistributed issues due to measures beyond its control, including but not limited to the weather, delays caused by printing or

shipping companies, or temporary changes to distribution dates reasonably made at the discretion of the Editor-in-Chief.

The Racquet makes no warranties as to the placement of any advertisement except where specifically enumerated in the Insertion Order contract or with approval of the Editor-in-Chief.

Exclusivity:

Advertising materials created by The Racquet for its Clients remain the property of The Racquet and may not be used in any other publication without express written consent of The Racquet. Ownership over said materials may be purchased for a fee to be determined by The Racquet.

The Racquet | 2236 Student Union | La Crosse, WI | Phone: 608-785-8378

Revised: January 30, 2017

Our Advertising Options

The Racquet has recently transformed into a completely online publication. Therefore, the options for advertising have changed. We offer three main forms of advertising to our clients.

- **Website Advertising Space**
 - This is the best option for clients who want to drive traffic to their own website. The advertisement is placed on our website and can be made to link to another webpage. There are various options of placement that vary in price, which can be found in the Appendix item *Advertising with The Racquet*.
- **The Racquet Coupon Club**
 - This is a fairly new initiative. This is the best option for clients who have a storefront that is visited by UWL students. We place a poster in their storefront with a QR code on it. When students visited this code, they find a coupon to the store on The Racquet website. This is a way for us to drive readership and awareness of The Racquet. This has not been priced yet.
- **Podcast Advertising**
 - Some of our reporters have started their own podcasts which are available on our website. We are looking for businesses to sponsor the podcasts in exchange for being mentioned as a sponsor during it. This has not been priced yet.

Existing Clients

The following is a list of clients who have worked with us in the past and have indicated interest in working with us in the future. Their contact information and a brief description is provided.

The College of St. Scholastica

CSS usually reaches out in the summer to advertise within the fall months. They have advertised with us for many years and are a very important client. If they have not reached out by the beginning of the school year, send them an email saying you know they have advertised with us in the past and asking their interest in advertising again. The main point of contact is Jim Pounds. He is reachable at jpounds@css.edu or (612)554-5835.

Holmen Parks and Rec Department

This client usually reaches out to us in the early spring semester to advertise for jobs in the spring. If they don't reach out to you by February, send them an email simply asking if they'd be interested, and that you know they have worked with us in the past. Their main point of contact is Mike Brogan, reachable at brogan@holmenwi.com or (608)526-2152.

People's Food Co-Op

They are interested in advertising in September so you should contact them over the summer. The main point of contact is Kevin Ducey, their marketing specialist. He is reachable at kevin.ducey@pfc.coop or (608)784-5798 ext. 1009.

The Hive

The Hive is a newer client, we first worked with them last year. A couple of years ago we posted a bad article about The Hive, but we reconciled with them and they are interested in advertising each fall. Rebecca is very open to having the Advertising Director help with the design of the advertisement. The main point of contact is Rebecca Alberty. She is reachable at rebecca@thehivelacrosse.com or (608)519-0133.

Global Grounds Coffee

Global Grounds is a new client that we are currently working on finalizing their ad. They are near campus and the owner is UWL alum who is interested in working with us. The main point of contact is the owner, Catherine Tyink. She is reachable at globalgroundscafe@gmail.com.

New Client Outreach

In addition to managing accounts with existing clients, you should be consistently reaching out to new businesses and looking for new opportunities. I would recommend looking at businesses near campus and who serve students.

This is a typical outreach email you could use:

Hello!

My name is Madison Grimm and I am the Advertising Director at The Racquet, UWL's student newspaper! Recently, our newspaper moved to a completely online publication. This change in medium offers unique opportunities for businesses to advertise with us and enables us to track the viewership of ads. I invite you to explore our advertising options, as we would love to have you advertise with us! Attached is an informational brochure regarding our advertising options.

If you are interested or have questions, please don't hesitate to reach out to me! Thank you for your time!

If you reach out to clients over the summer, make sure to include something similar to the following statement:

Summer is upon us, which means The Racquet will have less traffic, but we still publish and still receive viewership. However, because of the lessened traffic, our advertising prices are cut in half for the summer months (May 14th – August 17th).

A Few Tips for Outreach:

- Always talk about what they can gain from the experience (connecting with UWL students, building an online presence, etc)
- Ask what they are looking for in an advertisement, what message do they want to portray (then use this information to offer them the most suitable type of advertisement)
 - Ex. If they say they want to

Brand Guide

If you want to create your own promotional materials for both The Racquet and for our advertising space, we follow the UWL branding guidelines. These full guidelines can be found at <https://www.uwlax.edu/ucomm/uwl-branding/>. Below are some of the most useful guidelines.

Primary Colors:

Maroon

- PMS 202
- CMYK: C9 M100 Y64 K48
- RGB: R128 G0 B41
- Hex Code: #830019

Gray

- 40% black
- CMYK: C0 M0 Y0 K0
- RGB: R167 G169 B172
- Hex Code: #969799

The Racquet Promotional Materials

Item 1: This is an example of something simple to send to clients who expressed interest in advertising but aren't familiar with our options.

ADVERTISING WITH THE RACQUET

How to Promote Your Business and Connect with Students!



WEBSITE AD SPACE

This option is best to drive traffic to your own website. This includes an advertisement placed on our website that can be linked to a page of your choice.

THE RACQUET COUPON CLUB

This option is great for businesses who are near campus! We will hang up a poster promoting our website with a QR code that leads them to a coupon to use in your store!





PODCAST ADVERTISING

The Racquet will soon be providing multiple podcasts from our writers and we are looking for sponsors! This would include one mention at the beginning and one advertisement throughout.

For more information on these advertising options, please reach out to our Advertising Director, Madison Grimm, at grimm.madison@uwflox.edu

Item 2: Many clients ask for a rate card or for the pricing. This is an easy way to not have to repeat yourself. You can also attach this to the outreach email.


The Racquet

Advertising Rate Card

AD TYPE	DESCRIPTION	RATE
HOME TOP CENTER	This ad will run on our homepage in the center column underneath the Features listing. Size: 300x300	\$100
HOME TOP RIGHT	This ad includes space on our homepage to the right of the main stories. Size: 300x300	\$75
HOME TOP LEFT	This ad includes space on our homepage to the right of the main stories. Size: 300x300	\$75
HOME TOP WIDE AREA	This ad will run in the center column on the homepage underneath the rotating news stories. Size: 500x500	\$125
NEWS STORY AND SOCIAL MEDIA	For this ad type, your ad will be featured in our rotating panel on the homepage, along with copy formatted as a news story. This will then be shared on our social media platforms (Facebook and Twitter).	\$150

AD LENGTH*	RATE
1 WEEK	\$25
2 WEEKS	\$45
3 WEEKS	\$60
1 MONTH	\$70

*FOR TIME PERIODS PAST ONE MONTH, PLEASE CONTACT OUR ADVERTISING DIRECTOR TO DISCUSS.



Prices are configured by adding the ad type with the ad length. Prices are always negotiable. Please contact our Advertising Director with any questions.

Item 3: Another useful item that will be provided to you is our *Advertising with The Racquet* presentation. This includes all our social media statistics, our Racquet mission, and all of our options for online advertising. It is available in PDF and PowerPoint format, so it is editable.